SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

MAHARASHTRA STATE, INDIA

A

SYNOPSIS

For the Degree of Doctor of philosophy (Ph.D.) (Commerce)

"A COMPARATIVE STUDY OF CONSUMER SATISFACTION BETWEEN D-MART AND RELIANCE SMART WITH SPECIAL REFERENCE TO NANDED DISTRICT"

UNDER THE FACUTLY OF COMMERCE

Submitted by

Mr. Waghmare Balaji Tukaram

[M.Com., B. Ed.]

Research Scholar

Under The Guidance of

Dr. V. P. Kawade

[M.Com., M.Phil., NET, SET, Ph.D.]

Assistant Professor, Dept. of Commerce

Sharadchandra Arts, Comm. and Sci. College, Naigaon (Bz.)

Tq. Naigaon (Kh.) Dist. Nanded

"Consumer Satisfaction Between D-Mart and Reliance SMART In Nanded District''

Introduction:

D–Mart:

D–Mart is a one stop supermarket chain that aims to offer Consumer a wide Range of basic Home and personal product under one roof. D–Mart was started by Mr. Radhakrishnan Damini and his family to Address the growing needs of the India family from the launch of its first store in Powai in 2002. The Supermarket chain of D–Mart stores is owned and operated by Avenue Supermarket Ltd. (ASL) The Company has its Headquarter in Mumbai.

D–Mart today has a Well-Established presence in 234 locations across Maharashtra, Gujarat. Andhra Pradesh, Madhya Pradesh. Karnataka, Telangana, Panjab, Rajasthan etc. The Company Comprised Everyday use product for its Consumer Which are Categorized as Foods Non-Foods and General March anodize and apparel the Cain operates on B2c (Business to Consumer) model. Where goods are directly sold from the demand for these goods is ongoing, they comply with the basic day to day Needs these are products in D–Mart Grocery and staples daily essential dairy and frozen home and furniture home toys croc key In gage heath beauty storing etc.

Traditionally, companies have relied only on differentiation of products and services to retain their customers and also to satisfy the consumers. However, times have changed, due to fierce competition from new players entering the market, imitation of new features and increase in number of new offers, customers have acquired new choices and they have also become more price sensitive, which has forced marketers to adapt differentiated and customer-oriented strategies in order to enable them to stand out in the competition and gain a competitive edge. According to Singh (2006), one of the fundamentally important drivers of organizational success is that enterprisers must take the needs and wants of their customers into account. Due to the tremendous growth of

service industry in which retailing sector plays an important role, it is vital for retailers to understand the degree of importance of listening to the inner voice of customers´ needs to create, increase level of satisfaction. Ultimately, effective satisfaction leads to prospective long-term relationship and loyalty through repeating purchase and recommendation, which helps retailers maintain their market share and position. Consumer´s needs have become sophisticated and it is imperative that grocery stores look for building long term and stable relationships with their customers as a way of driving satisfaction up since satisfaction does translate later into loyalty and retention.

Reliance SMART:

Reliance SMART is a new age multi-purpose specialty supermarket store, founded in 2016. Reliance SMART offers a one stop shopping experience by offering fresh produce, bakery, dairy products, grocery, crockery, clothing, etc. In addition to that, to make it more easily accessible and feasible, it has also started a website called Reliance SMART .in which delivers over 6000+ products at the customer's preferable place, be it home, office or on the move. The website is easily operable which makes it preferable for most customers to use. Also, on-time delivery is another one of their services that tempts the customer to its fullest. Over 6000+ products including grocery, bakery, dairy, crockery, etc. at lower rates than the MRP at your doorstep, well that's the dream of every customer and Reliance have make sure of fulfilling that dream. Reliance SMART's main objective is to target a larger amount of people for their daily and monthly household shopping. Its main target audience is women, particularly housewives because household products at prices lower than MRP attracts housewives precisely. Recently, approximately 30 more stores have been opened and it has total 127 numbers of stores all over India. It started its operations from Mumbai and Pune, but now there are Reliance SMART's stores in almost all the big cities of India. Over 100 Reliance stores, primarily in value and jewellery formats were closed to start the operations of Reliance SMART. History Reliance SMART, with Mukesh Ambani as its Chairman, Damodar Mall as its Chief Executive Officer and Prasanna Shah as its Chief Merchandising Officer, started their operations in 2016 by shutting the shops which were unprofitable and replacing them by the concept of Reliance SMART

The future seems bright for Reliance SMART and its planning for ahead is simple. It is aggressively opening up of stores to cover the brand presence around the whole country and shutting down of unprofitable Reliance stores. The concept of Reliance SMART is being considered and predicted as a big hit for Reliance Retail as it has already achieved favourable results in a short span of two years and everyone is eyeing on the effect that Reliance SMART will have on Indian retail market and on the unstoppable growth of its competitors, mainly D-Mart.

Definition of D Mart

According to the Webster international dictionary (1993) "A Supermarket is a self-service store or independent Retail market offering a wide variety food and household merchandise organized into department. Tips is huger in size has a wide selection then a traditional grocery store and it is small or then a hypermarket or superstore"

Important of the Study

The aims of this study are a find out whole satisfaction towards D-mart some people are satisfied about price some people about product variety research were done thought questionnaire discussion with some consumer in D-mart campus.

retailer has recognized these trends view these consumer satisfactions play a role in the source of business strategies. These it has become significant for grocery retailer store to tray and manage consumer satisfaction that is development investigate the satisfaction level to consumer in D-Mart

Problems of Study

The Avenue Supermarket D-Mart Continuous Process the chain of retail stores is watching a dream run come to a near standstill for the first quarter of the current financial year D-Mart company has purchased an88-percentage fall in profit. D-Mart share market of share price reflected the investors disappointment with a 4 percentage reduce D-mart to acknowledged that organized retail failed to mark during the lockdown a local Kirana store.

The Company said, consumers did not put value as a priority during the lockdown. These also a sales online channel of traditional trade which is smart they come back after the first 2 or 3 weeks or lockdown serving the needs consumer.

Objective of Study:

1. To Study the Consumer Satisfaction between D–Mart and Reliance SMART in Nanded District.

2. To Study the Consumer Purchase Behaviour of D–Mart Consumer and Reliance Consumer in Nanded District.

3. To Know the Profile of D–Mart and Reliance SMART

4. To Study the Brand preference D–Mart Consumer Reliance Consumer

5. To Study the Various service provided

6. To Study Consumer Convenience from D–Mart and Reliance SMART

7. What Percentage Can D–Mart and Reliance SMART offer Discount to Consumer

Hypothesis of Study:

1. Most of the Consumer Satisfaction with D–Mart and Reliance SMART in Nanded District.

2. Most of the Consumer Brand preference of D–Mart and Reliance SMART in Nanded District.

3. Most of the Consumer Service provided by D–Mart and Reliance SMART in Nanded District.

4. What percentage can D–Mart and Reliance SMART offer discount to consumer.

Research Methodology:

The Required for This Research Study will collect Primary as well as secondary source.

Primary data will be collected from the visiting and Questionary, interview. Personally etc.

Secondary data will be collected form books, journals, prospect, annual report use of internet website etc.

Data Collection:

Primary data:

For the collection of primary data survey will be conducted from of in-depth interview with the consumer agencies for these purpose different Questionary will be proper.

Secondary data:

Secondary data will be collected from various reference books on Consumer Satisfaction of D–Mart and Reliance SMART and also use of website, prospect, books annual reports, journal, Newspaper etc.

Sampling Method:

For the Purpose of selecting Responded on Convenience Sampling "A COMPARATIVE STUDY OF CONSUMER SATISFACTION BETWEEN D-MART AND RELIANCE SMART WITH SPECIAL REFERENCE TO NANDED DISTRICT" the Proposed study will be based on the data Collected from Two Shop in Nanded

District. 250 from each shop as sampling from different type of consumer satisfaction between D–Mart and Reliance SMART will be selected for the Study that is total 500 Consumer in Nanded District.

Scope and Limitations of the Study:

1. This study is limited to only Nanded District.
2. This Study is limited only Consumer satisfaction of D–Mart and Reliance SMART consumer.
3. Most of the Consumer of D–Mart and Reliance SMART are High level and middle class.

Chapter Scheme:

1. Introduction

Introduction of D–Mart and Reliance SMART and also introduce of consumer satisfaction. Important of study, Scope and limitation of study, objectives and hysteresis introduce in above Chapter.

2. Review of literature

This Chapter in the overall Review of the literature available on the particular topic literature is the most of any research. The topic review will be taken from different article, magazine, books journals, etc.

3. Research Methodology

This Chapter goals to described the Research Methodology used in this study. Also address to Research process, Data Collection, Sampling, Primary Data and Secondary Data and Research Design etc.

4. Profile of D–Mart and Reliance SMART ln Nanded District

the fourth Chapter was given in the detail's information about profile of D–Mart and Reliance SMART in Nanded District.

5. Data Analysis and Interpretation

This Chapter was given analysing the collection data form place of D–Mart and Reliance SMART consumer.

6. Conclusions, Findings, Suggestions and Recommendation

Reference:

1. Kothari C.R (2000), Research Methodology: Methods and Techniques, Second Edition, New Delhi
2. Krishna Swami O.R, M. Ranganatham (2006), Methodology of Research in Social Sciences, Himalaya Publishing House, New Delhi.
3. Ranganathan. R (2005), Consumer markets and Buyer Behaviour of Cars, Indian Journal of Marketing, PP. 27-34, April.
4. Hawking, I., Best, R. J., and Coney, D. A. (1998) "Consumer behaviour: Building marketing strategy." Irwin/McGraw-Hill, New York
5. David and Witton, "Models of Consumer Satisfaction Formation: An Extension
6. Day, R. L and ash, B. B., Consumer Response to Dissatisfaction with Durable Products.", Proceeding. In con. Res., vol. 1979

7. Hawes, D. K. and Arndt, J., "Determining Consumer Satisfaction Through Benefit Profiting." Eur. Ji. Of Mar 19891.
8. Loudon, D. and Bitta, A. J., Consumer Behaviour: Concepts and Applications, 3rd Edn., McGraw-Hill International 1988.
9. www.Dmart.co.in
10. Daily Newspaper.

Research Supervisor

Dr. V. P. Kawade

[M.Com., M.Phil., NET, SET, Ph.D.]

Assistant Professor, Dept. of Commerce

Sharadchandra Arts, Comm. and Sci. College, Naigaon (Bz.)

Tq. Naigaon (Kh.) Dist. Nanded.

Researcher

Mr. Waghmare Balaji Tukaram